

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for electronic shopping, comprising:
receiving a rule;
receiving an instruction from a consumer to associate an item with an electronic shopping cart; ~~and~~
automatically determining, in response to the instruction, and based on the rule, in
~~response to the instruction, determining~~ that the item is not allowed to be associated with the electronic shopping cart; and
automatically presenting an indication to the consumer, the indication indicating that the
item is not allowed to be associated with the electronic shopping cart.

2. (Cancelled)

3. (Withdrawn) A method according to Claim 2, wherein the instruction is received from a consumer, and wherein the rules are defined at least in part by at least one of: a spouse of the consumer; a parent of the consumer; a law enforcement agency; a government entity; a legal guardian; an account holder; a credit card account holder; a co-signer on a credit card; a service bureau; a credit card company; a designated third party; a merchant; and an intelligent software agent.

4. (Currently Amended) A method according to Claim 2~~1~~, wherein the rules are based at least in part on a price of the item.

5. (Original) A method according to Claim 4, wherein the rules comprise a rule specifying that a price of all items in the shopping cart may not exceed a specified total price.

6. (Withdrawn) A method according to Claim 4, wherein the rules comprise a rule specifying that a price of any one item in the shopping cart may not exceed a specified price.

7. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a type of the item.

8. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a number of items in the shopping cart.

9. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on whether other particular items are associated with the shopping cart.

10. (Withdrawn) A method according to Claim 2, wherein the rules require approval from at least one entity.

11. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on one of: the item; a profile of a consumer from whom the instruction was received; and a profile of an entity responsible for the consumer.

12. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a financial status of a consumer from whom the instruction was received.

13. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a demographic of a consumer from whom the instruction was received.

14. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a rating of a consumer from whom the instruction was received.

15. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on preferences of an entity responsible for a consumer from whom the instruction was received.

16. (Withdrawn) A method according to Claim 2, wherein the rules are at least one of: fuzzy; conditional; time-dependent; statistical; stochastic; and based on an aggregate of other rules associated with one or more consumers.

17. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on nutritional and health properties of the item.

18. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on prior purchases.

19. (Withdrawn) A method according to Claim 2, wherein the rules are dynamically modified based on information from an external database.

20. (Currently Amended) A method according to Claim 1, wherein ~~the instruction is received from a consumer, and wherein the determining step further comprises:~~

determining whether approval of the association has been received from at least one of: a ~~spouse of the consumer, a parent of the consumer,~~ a law enforcement agency; a government entity; a legal guardian; ~~an account holder, a credit card account holder, a co-signer on a credit card, and a service bureau, a credit card company, a designated third party, a merchant, and an intelligent software agent.~~

21. (Original) A method according to Claim 20, wherein the step of determining whether approval of the association has been received is not performed for all items.

22. (Withdrawn) A method according to Claim 1, further comprising:
notifying an entity of receipt of the instruction.

23. (Withdrawn) A method according to Claim 22, wherein the entity is a service bureau.
24. (Withdrawn) A method according to Claim 22, wherein the entity is at least one of: a spouse of the consumer, a parent of the consumer; a law enforcement agency; a government entity; a legal guardian; an account holder; a credit card account holder; a co-signer on a credit card; a service bureau; a credit card company; a designated third party; a merchant; and an intelligent software agent.
25. (Withdrawn) A method according to Claim 1, further comprising:
presenting a second item for associating with the electronic shopping cart.
26. (Withdrawn) A method according to Claim 1, further comprising:
in response to the instruction, associating a second item with the electronic shopping cart.
27. (Withdrawn) A method according to Claim 1, further comprising:
receiving an instruction to disassociate a second item from the shopping cart; and
indicating that the second item is not allowed to be disassociated from the shopping cart.
28. (Withdrawn) A method according to Claim 1, further comprising:
associating items associated with the electronic shopping cart with a second electronic shopping cart.
29. (Original) A method according to Claim 1, wherein the item comprises at least one of: merchandise; stocks; bonds; services; promises; and knowledge.
30. (Withdrawn) A method according to Claim 1, further comprising:
indicating that the item is not allowed to be associated with the electronic shopping cart.
31. (Withdrawn) A method according to Claim 1, further comprising:

presenting the electronic shopping cart including a representation of the item, the representation indicating that the item is not allowed to be associated with the electronic shopping cart.

32. (Withdrawn) A method according to Claim 1, further comprising:
presenting the electronic shopping cart including a representation of the item, the representation indicating that approval for the item is pending.

33. (Withdrawn) A method according to Claim 32, further comprising:
receiving approval for the item; and
presenting the electronic shopping cart including a second representation of the item, the second representation indicating that the item is allowed to be associated with the electronic shopping cart.

34. (Withdrawn) A method for electronic shopping, comprising:
issuing an instruction to associate an item with an electronic shopping cart; and
in response to the instruction, receiving an indication that the item is not allowed to be associated with the electronic shopping cart.

35. (Withdrawn) A medium storing processor-executable process steps, the process steps comprising:
a step to receive an instruction to associate an item with an electronic shopping cart; and
in response to the instruction, a step to determine that the item is not allowed to be associated with the electronic shopping cart.

36. (Withdrawn) A medium according to Claim 35, wherein the determination is based on rules.

37. (Withdrawn) A medium according to Claim 36, wherein the instruction is received from a consumer, and wherein the rules are defined at least in part by at least one of: a spouse of the consumer; a parent of the consumer; a law enforcement agency; a government entity; a legal

guardian; an account holder; a credit card account holder; a co-signer on a credit card; a service bureau; a credit card company; a designated third party; a merchant; and an intelligent software agent.

38. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a price of the item.

39. (Withdrawn) A medium according to Claim 38, wherein the rules comprise a rule specifying that a price of all items in the shopping cart may not exceed a specified total price.

40. (Withdrawn) A medium according to Claim 38, wherein the rules comprise a rule specifying that a price of any one item in the shopping cart may not exceed a specified price.

41. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a type of the item.

42. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a number of items in the shopping cart.

43. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on whether other particular items are associated with the shopping cart.

44. (Withdrawn) A medium according to Claim 36, wherein the rules require approval from at least one entity.

45. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on one of: the item; a profile of a consumer from whom the instruction was received; and a profile of an entity responsible for the consumer.

46. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a financial status of a consumer from whom the instruction was received.

47. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a demographic of a consumer from whom the instruction was received.

48. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a rating of a consumer from whom the instruction was received.

49. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on preferences of an entity responsible for a consumer from whom the instruction was received.

50. (Withdrawn) A medium according to Claim 36, wherein the rules are at least one of: fuzzy; conditional; time-dependent; statistical; stochastic; and based on an aggregate of other rules associated with one or more consumers.

51. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on nutritional and health properties of the item.

52. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on prior purchases.

53. (Withdrawn) A medium according to Claim 36, wherein the rules are dynamically modified based on information from an external database.

54. (Withdrawn) A medium according to Claim 35, the process steps further comprising:
a step to present the electronic shopping cart including a representation of the item, the representation indicating that the item is not allowed to be associated with the electronic shopping cart.

55. (Withdrawn) A medium according to Claim 35, the process steps further comprising:

a step to present the electronic shopping cart including a representation of the item, the representation indicating that approval for the item is pending.

56. (Withdrawn) A medium according to Claim 55, the process steps further comprising:
a step to receive approval for the item; and
a step to present the electronic shopping cart including a second representation of the item, the second representation indicating that the item is allowed to be associated with the electronic shopping cart.

57. (Withdrawn) A medium storing processor-executable process steps, the process steps comprising:
a step to issue an instruction to associate an item with an electronic shopping cart; and
in response to the instruction, a step to receive an indication that the item is not allowed to be associated with the electronic shopping cart.

58. (Currently Amended) An apparatus for electronic shopping, comprising:
a processor; and
a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:
receive a rule;
receive an instruction from a consumer to associate an item with an electronic shopping cart;
automatically determine, in response to the instruction, and based on the rule, that the item is not allowed to be associated with the electronic shopping cart; and
automatically present an indication to the consumer, the indication indicating that the item is not allowed to be associated with the electronic shopping cart.
~~receive an instruction to associate an item with an electronic shopping cart; and~~
~~in response to the instruction, determine that the item is not allowed to be associated with the electronic shopping cart.~~

59. (Withdrawn) An apparatus for electronic shopping, comprising:

a processor; and
a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:
issue an instruction to associate an item with an electronic shopping cart; and
in response to the instruction, receive an indication that the item is not allowed to be associated with the electronic shopping cart.